



## News Release

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**FOR IMMEDIATE RELEASE:**

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### **2012 High School Anti-Graffiti Video PSA Contest**

**RIVERSIDE, Calif.** – The City of Riverside Public Works Department 2012 Anti-Graffiti PSA Video Contest is now open for competition. High school students from the City of Riverside are encouraged to develop a 60 second video, being creative while emphasizing ways to prevent and eliminate graffiti. The contest goal is to increase graffiti awareness by utilizing peer to peer messaging and communicating that graffiti is not art.

The City of Riverside is committed to educating young adults in ways to prevent and eliminate graffiti. This contest is a unique way to reach young people about this serious issue while providing an educational experience to high school students interested in exploring their creative, writing, graphics, and overall communication skills. Students will be competing for their share of \$1,000 for the first place, \$500 for second place, and \$250 for the third place winning video.

Marketing and graffiti prevention professionals will identify the top three videos based on script, required content, overall message, and originality. Cash prizes will be awarded to the top three videos in addition to having each winning video featured on the City of Riverside Website and local TV Access channels.

To enter the contest, students can register and download entry forms at [www.riversideca.gov/graffiti](http://www.riversideca.gov/graffiti). All entries must be submitted by January 10, 2012.

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